

THE LAND OF MILK & HONEY"

CHESTERVILLE Record

COVERS EASTERN ONTARIO'S GREATEST DAIRYING SECTION

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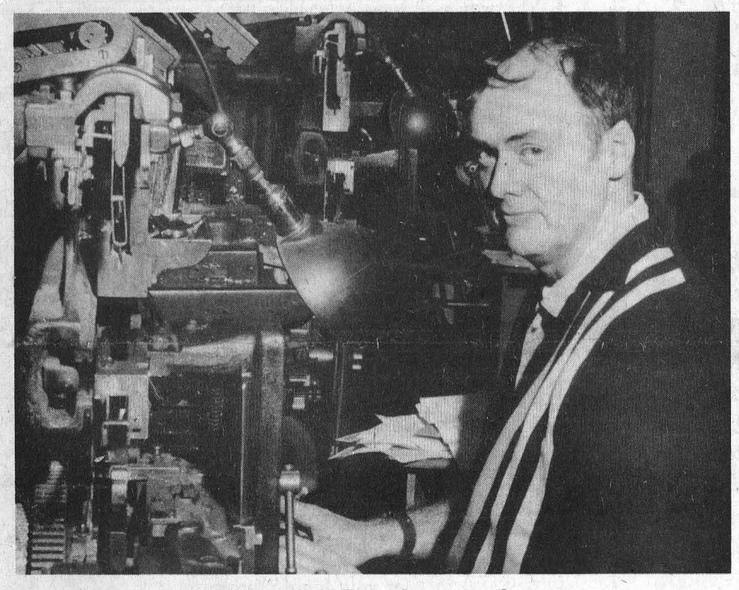
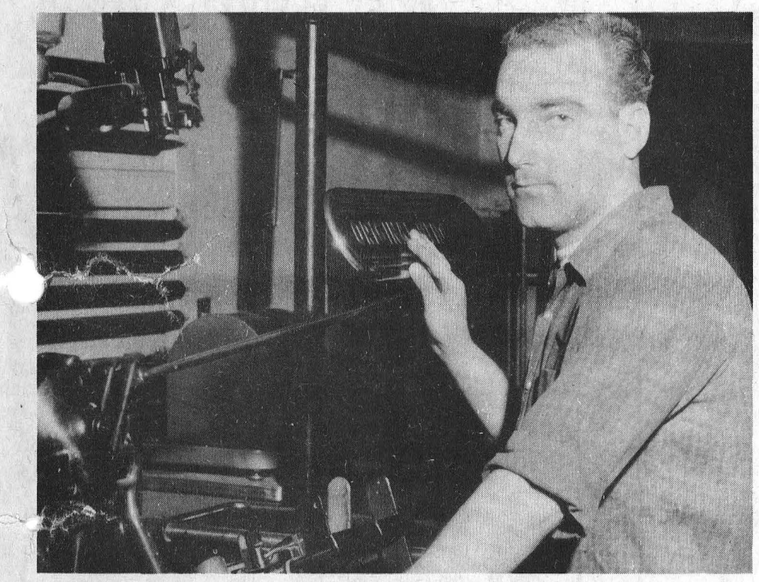
KEITH GRAHAM, Publisher



BYRON CAMPBELL, Operator-Comp.



WAYNE LAPRADE, Press-Comp.



BLAKE FEELEY, Press-Comp.

Merry Christmas

Here is your Christmas edition of the "Record." It is the 75th time one has reached our faithful subscribers and we take pleasure in offering it.

The year has been an eventful and busy one for your favourite newspaper. Our circulation is at an all-time high and nearly 10,000 readers will enjoy this Christmas edition.

Our staff members, pictured here, are the heart of the whole business of the Chesterville Record. The newspaper, and its allied parts, is only able to exist through the faithful loyalties and hard work of the people who do the work. As publishers, we recognize and make public note of this with gratitude.

Throughout the year we have maintained a high level of advertising volume. We are grateful to the many businesses and others who have made use of our columns to buy, sell and advise. Advertisers make our pages interesting and help mightily to keep the wolf at bay.

The "Record" has a long and busy list of country correspondents. Every week we print, with pleasure, their news budgets of events and happenings of the countryside. We do appreciate the work of the correspondents.

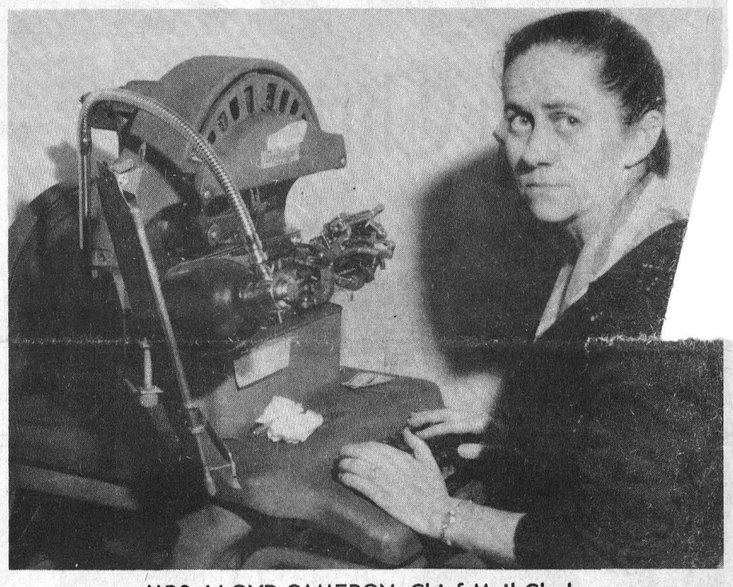
During this Christmas season of 1968, please accept our sincere best wishes. It has been a pleasure to serve you for another year, and may the coming New Year be bright and prosperous to all.

Keith and Helen Graham,
Publishers.





MRS. KEITH GRAHAM, Co-Publisher



MRS. LLOYD CAMERON, Chief Mail Clerk



MISS LINDA MARCELL, Asst. Mail Clerk



MRS. LEO COYNE, Office Secretary

Children Show Generosity, Treat Santa to Surprises

As a certain white-bearded, olly old gentleman makes is rounds on Christmas Eve, lelivering happy surprises o children the world over, ie may look forward to be- ng, in turn, surprised.

In the legend and lore of Christmas, giving to Santa is a time-honored tradition, with the gifts usually taking the form of food or beverage. Today, many families encourage children to be generous, by observing the custom of setting out treats for Santa — perhaps some candy, a dish of cookies, a glass of milk.

Through the ages, the gift-giver now known as Santa Claus has been called by many different names, but Santa's predecessors, like Santa himself, were often greeted with special treats.

Filling Pockets

In Italy, Befana is the gift-giver who preceded Santa. She took her name from the name for Twelfth Night — Epiphania, or Epiphany — and brought her gifts on Epiphany Eve, January 5th.

To make ready for Befana, tradition says, Italian children empty their pockets and hang up their clothes. Then into each pocket goes a surprise — something good to eat.

After taking out the treats, Befana refills each pocket with gifts for the children.

Guarding the Home

Sweden has an unusual gift-giver — it's a goat! According to tradition, the Yulbock or Yule goat comes to the door of Swedish homes on Christmas Eve and tosses the family's gifts through the doorway.

Another legendary guest at Swedish holiday celebrations is Tomte, a kind-hearted elf who guards the home. A dish of food is placed in a quiet corner, so that Tomte may feast as he secretly observes the family fun.

Enjoying Pudding

In Denmark and Norway the legendary good spirit of the house is Nisse, who watches over home and farm and is sometimes said to be the gift-bringer, too.

His Christmas treat, the rice pudding traditional at Scandinavian holiday feasts, is placed beside the kitchen door or, on farms, in the hayloft.

Treating the Donkey

Today's Santa relies on his reindeer for transport, but the gift bringers of yesteryear had other animal helpers, who usually shared in the holiday giving and receiving.

In Holland, for instance, legend says that St. Nicholas arrives early — on St. Nicholas Eve, December 5th — riding a white donkey.

For the refreshment of the good saint's donkey, children stuff their shoes with hay and set out a dish of water. Carrots and a potato are sometimes added.

ESTABLISHING CRIB

Though legend says that St. Francis of Assisi first introduced the Christmas crib in the 13th century, history records that the first manger scene was created by Pope Liberius in 354 A.D.

Why Pick Chimney? St. Nick Has Reasons

Why does Santa come down the chimney?

Of all the traditions connected with Santa, his unconventional mode of entry might seem the most puzzling. Surely the magical gift giver, who has the power to drive reindeer through the skies and who can cover the earth in a single night, could find an easier way to enter a house.

Like most of the lore of Christmas, Santa's choice of the chimney has several explanations. For instance, legend has it that the original Santa, St. Nicholas, presented three maidens with gifts of gold for a dowry. Modestly concealing his generosity, he tossed the gold down a chimney, in secret.

Another theory claims that Santa copied a goddess, who was the first to deliver gifts via a chimney. According to this legend, when the Vikings of Norway celebrated the Yuletide or winter solstice in their great halls, a festive feature of the occasion was the appearance of the goddess Hertha in the fireplace.

As her name indicates, Hertha was goddess of hearth and home, and most appropriately arrived by way of the chimney, to deliver her Yuletide gifts of good luck and good cheer.

Still another explanation takes a practical point of view. Housewives of Northern Europe, cleaning house for the New Year, used to coax children to help with the chores by saying, "Let's clean the hearth. St. Nicholas will soon be coming down the chimney."

The children willingly set to work, and thus, says legend, a tradition was born. Even when he takes to helicopter or jet plane, Santa delivers his gifts by way of the chimney!

Feeding the Horses

Twelfth Night is, in Spanish tradition, the time for giving gifts, and the traditional gift bearers are the Wise Men, who as they journey each year to Bethlehem bring gifts for good children.

To feed the Wise Men's horses on their long pilgrimage, Spanish children fill their shoes with straw and set them on balconies or window ledges.

Singing Carols

With voices lifted in harmony for "Silent Night," "The First Noel" and other beloved songs, today's carolers carry on a Christmas custom that originated centuries ago.

In the fourth century A.D., St. Basil was praised with a musical poem in honor of the fight for Christianity over the Byzantine emperor Julian. Later in Greece, legends of St. Basil were set to music and sung at Christmas and the New Year.

St. Francis of Assisi led the villagers of Grecchio in singing hymns of praise to the Christ Child when in the 13th century he created a manger scene in this Italian town.

* * *

Decorating Trees

The gaily decorated tree so much a part of Christmas has its counterpart in trees adorned with colorful trinkets during the ancient feasts of the winter equinox.

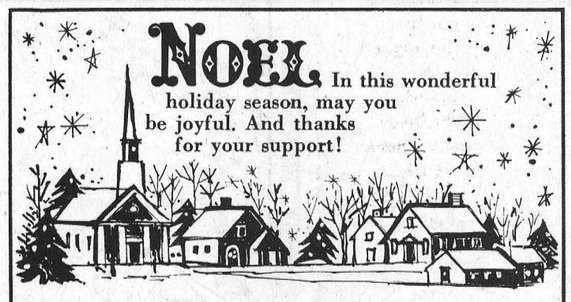
This pagan custom of decorating evergreens became associated with Christmas observances, and legends link it to the birth of Jesus. One such story says that on the night of the Nativity, all the woodland trees burst into bloom and bore fruit.



Merry Christmas

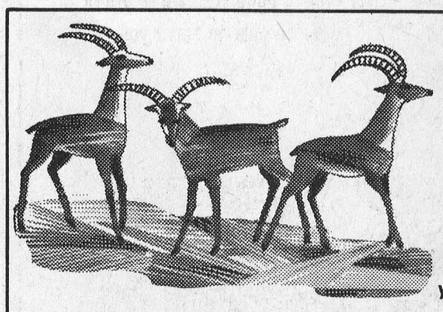
's here again ... the season to be jolly ...
season of warm enjoyment shared with friends
oved ones. And a wonderful time for us to express
nks for your loyalty and consideration. Merry Christmas!

R. L. HUTT CONSTRUCTION
CHESTERVILLE ONTARIO



NOEL In this wonderful holiday season, may you be joyful. And thanks for your support!

BENOIT'S LUCKY DOLLAR STORE
CRYSLER ONTARIO



To all our customers, best wishes for a Merry Christmas. We thank you warmly!

BEAMISH STORES
CHESTERVILLE ONTARIO



GREETINGS

A sleighful of greetings is coming your way with wishes for a merry Christmas day. May candles shine brightly and each heart be filled with joy, peace and good will. We take this opportunity to thank you for being an honored customer all year.

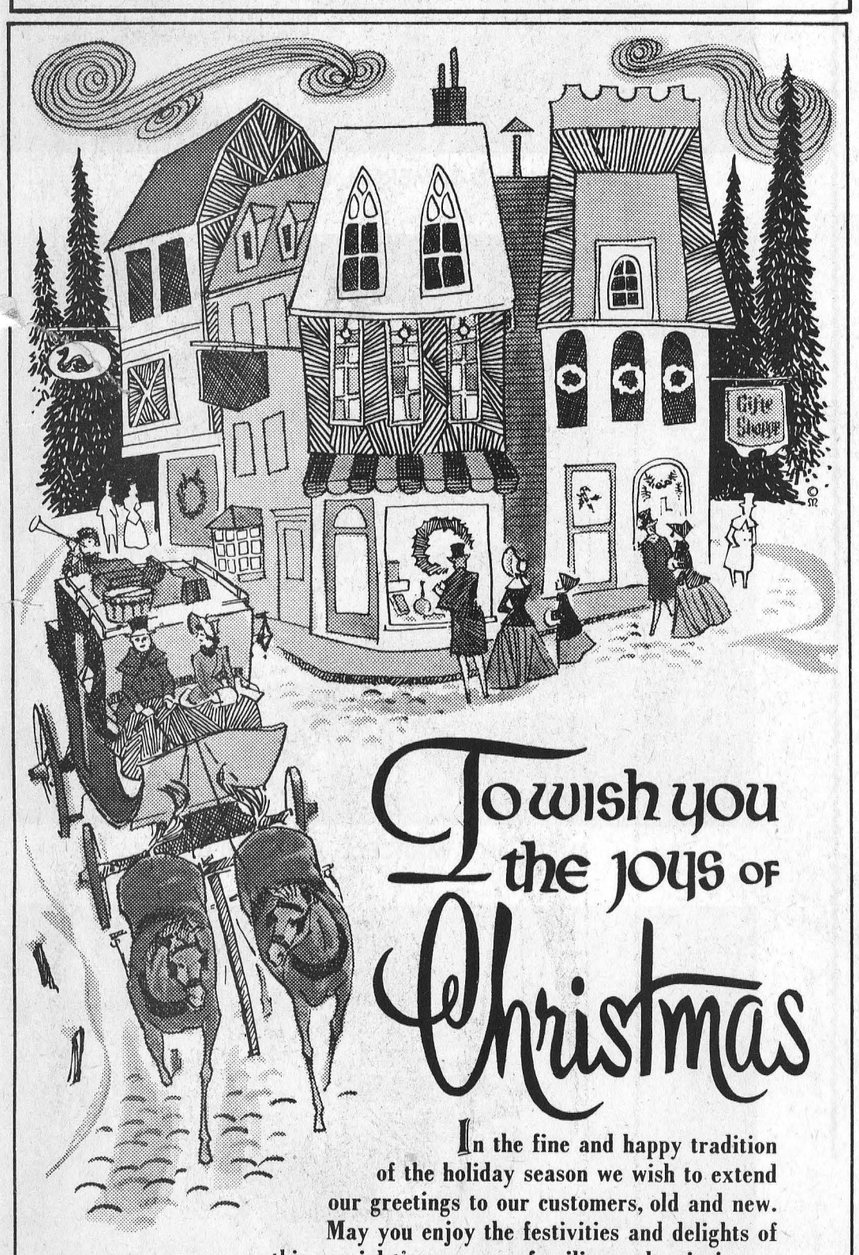
CHESTERVILLE DISTRICT CO-OP INC.
FINCH CHESTERVILLE



Merry Christmas

The best of hopes are extended to you for a warm, happy holiday with friends you hold near and dear. And it is time to thank you for your loyal patronage.

R. C. ELLIOTT
SALESMAN — CAMERON'S DAIRY
CHESTERVILLE ONTARIO



To wish you the joys of Christmas

In the fine and happy tradition of the holiday season we wish to extend our greetings to our customers, old and new. May you enjoy the festivities and delights of this special time as your families gather in joyous celebration. Thank you for your loyal trust and support. Your warm friendship makes us feel very proud. Merry Christmas.

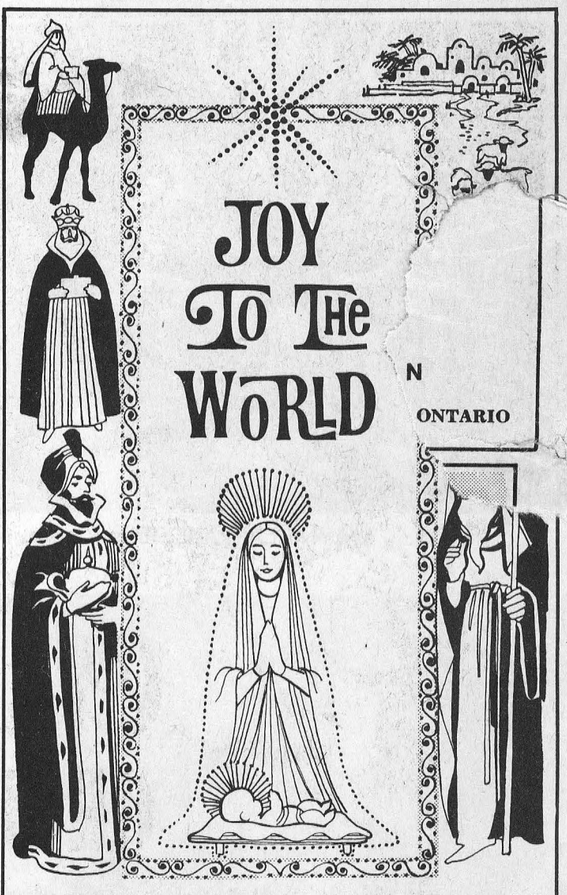
VICE FURNITURE
CHESTERVILLE — WINCHESTER

Joy at Christmas



We heartily hope that the true joy of Christmas may light the way for you and yours throughout the year. And we take this wonderful opportunity to thank you for your loyal patronage.

JACK MacMILLAN FUELS LTD.
CHESTERVILLE ONTARIO



JOY TO THE WORLD

N ONTARIO

As the story of the first Christmas unfolds, may the light of love and understanding shine upon you and bring you everlasting peace and happiness. Best wishes for a joyous holiday.

VICE & CRAIG FUNERAL HOME
CHESTERVILLE ONTARIO

Yodeling Yule

An old custom of the Austrian Tyrol is the Christmas yodel. Traditionally, the Yuletide yodel—a song without words — may be improvised, or it may be based on the tune of a familiar carol.

For Feasting

Traditional Christmas treat in Spain is a sweet pastry called "dulces de almendra." The ingredients are sugar, flour, egg white and almonds.

Carols Express Yule Joy, Echoing Across the Ages

Voices rise in songs of joy and praise. As the joyous season arrives, the vibrant sound of carolers is heard in churches, at family gatherings, in groups going from house to house to celebrate with song.

Carols are as much a part of the Yuletide as the tree, gifts and Santa himself.

It all began with the first carols in the 13th century, says the Encyclopedia Americana.

The earliest English carols were composed anonymously, perhaps by clergymen or court musicians. Simple tunes and strong rhythms were characteristic, and the musical form featured a refrain, to repeat before and after each stanza.

Words were written, generally, in the English vernacular or in "macaronic" form — a combination of English and Latin.

The first printed collection of carols appeared in 1521. It included the "Boar's Head Carol," still sung during Christmas dinner at Queen's College, Oxford, England.

Even then, however, the practice of passing on carols orally, from generation to generation, continued. Among these were carols in ballad form, such as "I Saw Three Ships" and "The Cherry Tree Carol."

Caroling fell into disrepute in the 17th century, and carol singing was forbidden by the English Puritans. Those who colonized America carried this disapproval with them.

After the Restoration, in 1660, caroling was once again permitted and the custom slowly revived.

Some of the most popular carols date from the 18th and 19th centuries. These include "Adeste Fideles," possibly by Francis Wade; "Hark! The Herald Angels Sing," with words by Charles Wesley and music by Felix Mendelssohn; "Joy to the World," with words by Isaac Watts, music by George Frederic Handel.

Probably the most popular of all carols is the 19th century "Silent Night," with words by Joseph Mohr, the village priest of Hallein, Austria.

Many stories are told about the way this carol came to be written. One legend says that on a snowy Christmas Eve in 1818, Father Mohr went to bless the newborn baby of a poor parishioner.

On that night he was so inspired by the beauty of the mother and child that he wrote the poem "Silent Night."

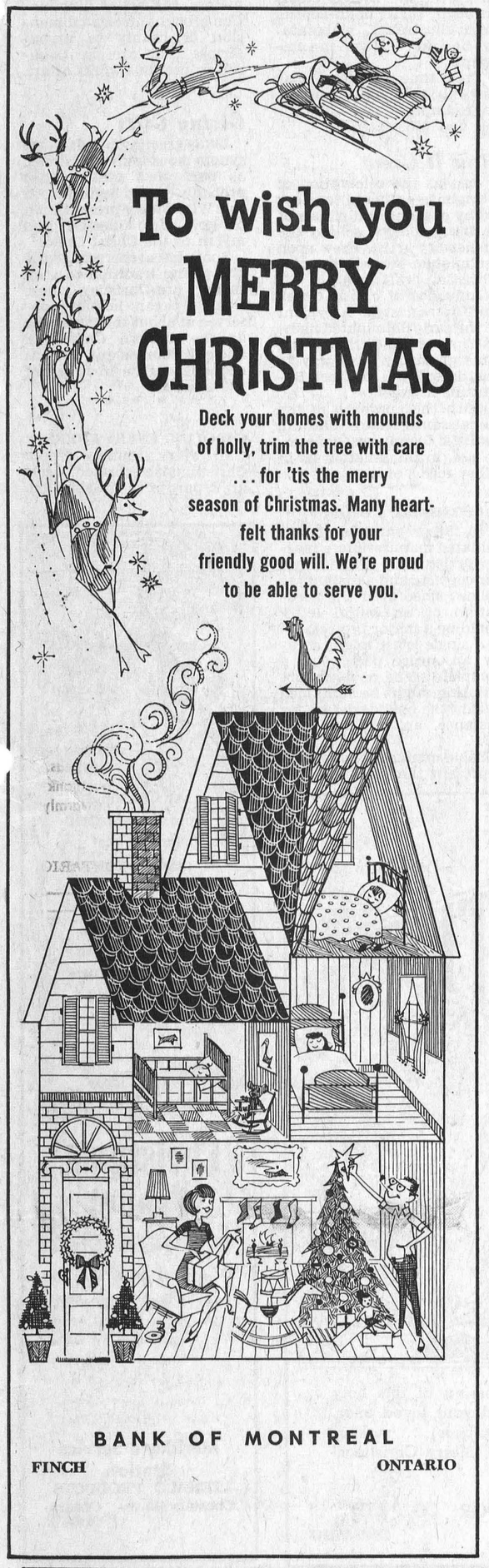
Lighting the Way

Light and Christmas go together, for the deepest meaning of the holiday represents Christ, the Light of the world. From the bonfires and candles of yesteryear to the twinkling electric ornaments of today, light symbolizes Christmas.

According to Irish legend, a candle should always be placed in the window on Christmas Eve. Each Christmas, it was said, Christ wanders the earth in search of a welcome, and a candle should light the way.

"MELE KALIKIMAKA"

Wishing "Mele Kalikimaka" is the traditional way to say, "Merry Christmas" in Hawaiian.



To wish you MERRY CHRISTMAS

Deck your homes with mounds of holly, trim the tree with care ... for 'tis the merry season of Christmas. Many heartfelt thanks for your friendly good will. We're proud to be able to serve you.

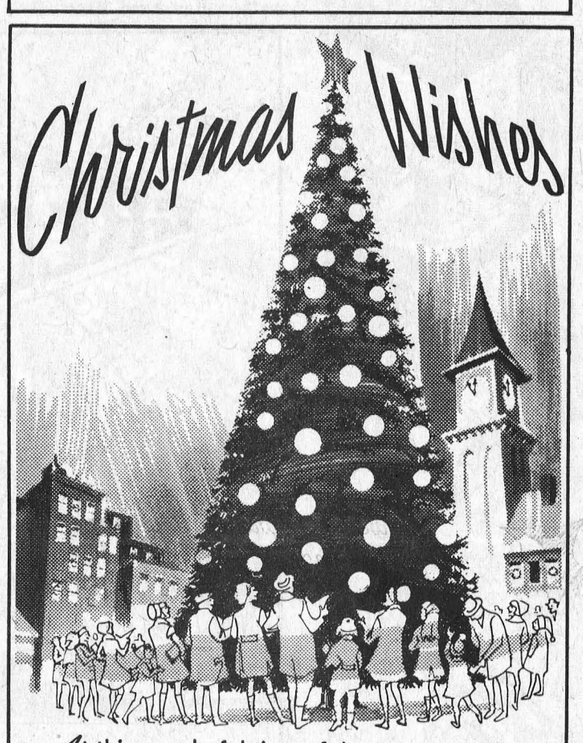
BANK OF MONTREAL
FINCH ONTARIO



CHRISTMAS CHEER

Carols echo in the crisp night air spreading Christmas cheer. Thank you for your trust, support.

WEMERMAN CONSTRUCTION
CHESTERVILLE ONTARIO



Christmas Wishes

At this wonderful time of the year we wish you and your families the merriest and happiest Christmas ever, plus a special "Thanks" for being special to us!

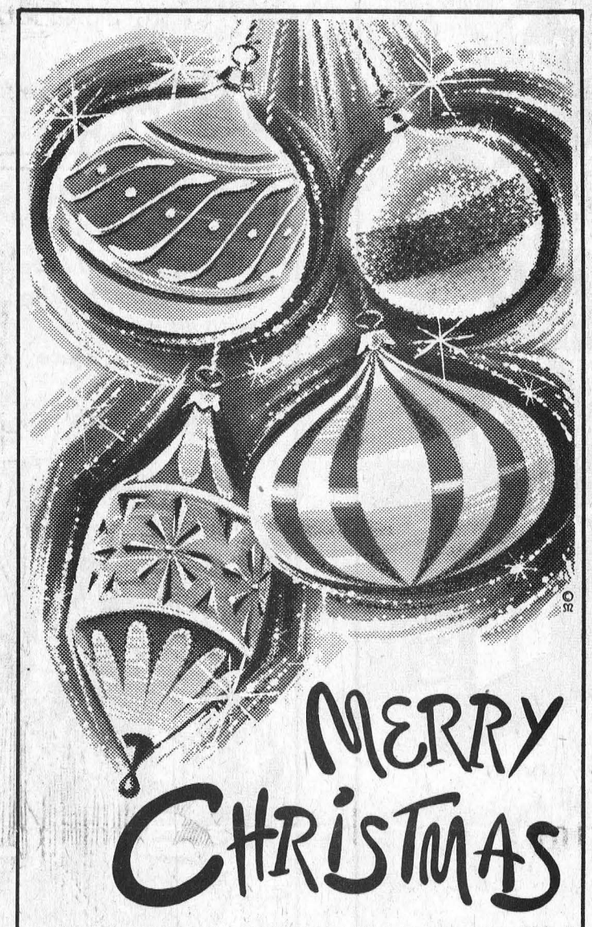
MONAST LANES
CHESTERVILLE ONTARIO



Joyous Greetings

May the joy of Christmas be yours. Many thanks for your friendship!

SUMMERS' BAKERY
WINCHESTER ONTARIO



MERRY CHRISTMAS

May this holiday season bestow on you every blessing and happiness. Please accept our best wishes, and may we express our gratitude to you for your loyal patronage. Thank you!

S. G. BLACK FUELS LTD.
WINCHESTER ONTARIO



Thanks for your generous consideration. Merry Christmas!

Greetings

BLACK'S TV AND APPLIANCES
WILLIAMSBURG ONTARIO



Greetings

We hope that Santa is bringing good things your way. Thank you for your loyal patronage.

HOUGH INSURANCE AGENCY
CHESTERVILLE ONTARIO



GREETINGS

At this joyous time of year we extend our greetings to our friends, whose confidence we highly value. Thank you.

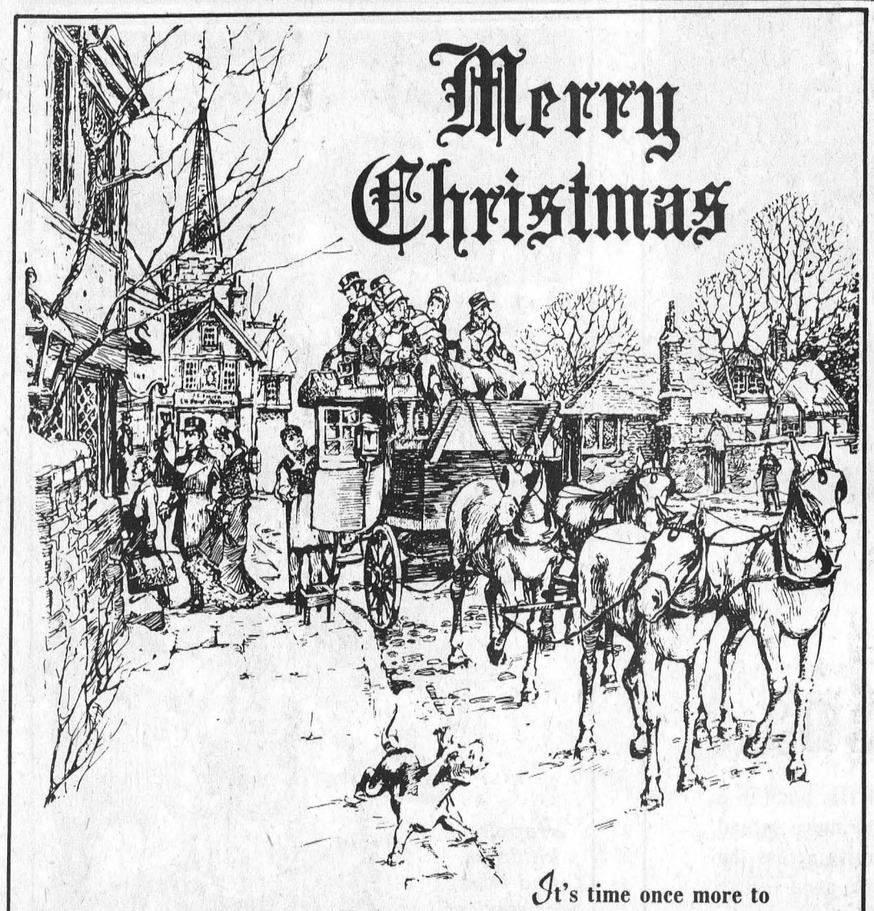
THE QUALITY SHOPPE
A. M. BECKSTEAD, PROP.
CHESTERVILLE ONTARIO



Christmas GREETINGS

At this crisp and exciting time of year, we are hopeful that your holiday will be filled with joyous warmth, richly shared with those you hold dear. And to you, our customers, we express our thanks and appreciation for your continued patronage. Merry Christmas!

FULTON BROS.
CHESTERVILLE ONTARIO



Merry Christmas

It's time once more to turn aside from the routine of day-to-day business and greet our fine patrons and neighbors with hearty wishes for a merry, old-fashioned Yule. May your holiday be filled with the happy sounds of laughter as you rejoice in the company of family and friends. Sincere thanks for your loyal trust and support.

CANADIAN TIRE CORPORATION
WILLIAMSBURG ONTARIO



Christmas Greetings

For all the bountiful blessings of Christmas, let us rejoice! To each and every one of our good friends and patrons, we extend, with sincere appreciation, good wishes for the holiday.

H. G. BIGELOW
REXALL DRUGSTORE
CHESTERVILLE ONTARIO

Tree Radiates Yule Meaning

The Christmas tree, a universally recognized symbol of the merriest season, radiates the meaning of the Christmas story.

For many people, the tree recalls the atmosphere of the holiday home and thus reflects the joyful warmth of the season.

As a religious symbol, the tree with its lights and greenery represents both the story of the garden of Eden and the belief in Christ as the "Light of the world."

Although only a century and a half old in America, the custom of the tree has a history that is measured in many centuries. The forerunner of today's Christmas tree was seen in medieval miracle plays, which were produced as religious instruction for the illiterate — in an era when illiteracy was common and the ability to read a rarity.

A play about Eve's eating the forbidden fruit in the garden of Eden was enacted with only one prop on stage, a single, apple-laden fir that became known as the Paradise Tree. The play ended with the promise of the coming of Christ and was usually presented just before Christmas.

At about the same time, people also decorated for the Christmas season with pyramid-shaped frames of light, symbolizing the birth of Christ as the Light of the world.

Early efforts to combine the Paradise Tree and the Christmas Light pyramid are recorded in manuscripts from Germany dating to the 16th century, collected by the Hallmark Cards research library.

The first tree was thought to have been brought to the United States by Hessian soldiers during the American Revolution. These homesick soldiers and other immigrants carried the tree throughout the country.

A major setback almost occurred in Cleveland in 1851 when a pastor decorated a tree in his home. His parishioners condemned the tree as pagan, but relented after an explanation of its religious aspects.

Conservation-minded President Theodore Roosevelt again nearly stamped out the practice when he banned trees in the White House. After one of his sons sneaked a Christmas tree in to the White House, a forester convinced the President that thinning helped forests.

The tree that is common today is a combination of the religious elements. The evergreen with glass, plastic or metal balls hanging from it is the Paradise Tree with its apples. Lights, tinsel, angels, a star on top, ornaments and other "good things" reflect the Christmas Light.

CARDS WERE GENERAL

Most of the popular Christmas cards of the later 19th century in Europe had no particular Christmas significance. There were some manger scenes and others of religious nature, but these were far outnumbered by landscapes, flowers, kittens, and similar subjects.

Art, Too, Shows 'Illumination' To Light Up Christmas Scene

By ANNA MANG

Illumination.

The very word seems to belong to Christmas, the season of light. Like the star that guided the wise men, Christmas illuminates the spirit of man.

In an artistic sense, illumination has another meaning that is also linked to Christmas: The decoration of books and manuscripts with colorful illustrations, initial letters and borders, "lit" by gold or, occasionally, silver.

Like all the arts, the ancient art of illumination was often employed by man in his efforts to capture some portion of the wonder of Christmas, to retell and to picture the story of the Nativity and related events.

"The Annunciation," "The Nativity," "The Adoration of the Magi," "The Flight into Egypt" — these and other scenes from the well-loved Christmas story appear again and again in the hand-lettered, individually-illustrated books known as illuminated manuscripts.

* * *

When It Began

In the early Christian era, illuminated manuscripts were generally the products of monasteries and cathedral schools. The first examples of illumination appeared, however, centuries before the birth of Christ.

The Egyptian "Books of the Dead," manuscripts intended for tomb burial to serve as guides for the deceased in the afterworld, offer examples of gold-lit vignettes dating back to 1350 B.C.

These "books," written on papyrus scrolls, envisioned afterlife as a continuation of life on earth. People and animals were pictured, along with decorative lettering showing swirls of gold and sometimes silver.

* * *

To Spread Learning

The coming of Christianity brought a continuing concern with religious subjects as the text for illuminated manuscripts. Monasteries of Egypt and Syria were early dedicated to the creation of art, the development of crafts, the spread of learning.

In the Western world, these aims gained impetus with the founding of the Benedictine monasteries in the sixth century A.D. Artists and craftsmen worked devotedly to preserve sacred texts through their hand-copied, hand-illustrated, elaborately-bound vellum manuscripts.

From time to time, secular texts — scientific treatises, for example — were also copied and illustrated.

* * *

How It Grew

Just as the celebration of Christmas gathered together many customs and rituals of earlier holidays, so too the monastery artists drew upon techniques evolved by pre-Christian craftsmen.

Influence of classic Greek and Roman style is evident in the early illuminated manuscripts of the Christian era. This gradually gave way to the decorative, abstract Byzantine style.

With the approach of the Renaissance, more natural, realistic techniques came into use, in illumination as in other forms of art.

* * *

Treasured Today

In the preparation of illuminated manuscripts, a master artist often set the style for copyists and assistants to follow, since even the decoration of an initial letter could be a major project.

A single letter might occupy an entire page, and a complete scene or miniature painting might be contained within the boundaries of, for instance, an initial "C" or "D."

Some manuscripts, in fact, represent the work not only of more than one artist but of more than one generation of artists.

Today, illuminated manuscripts are treasures of libraries and museums, and rightly so, for throughout a thousand years of Christian history, the art of illumination brought an extra dimension of beauty to manuscripts that are, in themselves, precious works of art.

* * *

Giving Gifts

Like greetings, gifts are synonymous with Christmas, as part of a custom that probably has its beginning in the Wise Men's presentation of gold, frankincense and myrrh to the Christ Child.

Some researchers trace the gift-giving tradition to even earlier, pre-Christian times. During pagan holidays observed at about the same time as the modern Christmas, ancient Romans and Britons exchanged gifts in token of the season.

* * *

CAROLING EVERYWHERE

In every country where Christmas is celebrated, carols are a part of the celebration.

Greetings



Christmas has arrived! A time for gaily-wrapped goodies, yes, but also a time to count our each and every blessing . . . and to say thanks to all those whom we are privileged to serve.

Compliments of

THE MANAGER AND STAFF OF THE BANK OF NOVA SCOTIA

CHESTERVILLE — ONTARIO

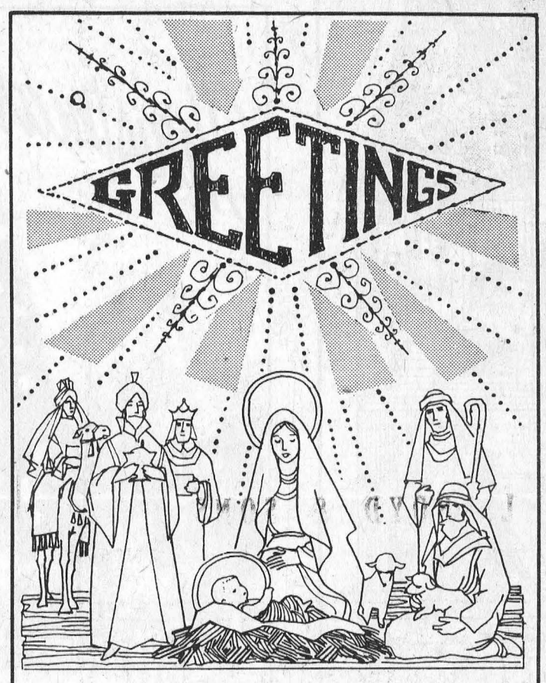
A Merry Christmas



Hoping you will have an old-fashioned holiday with all its joy, contentment, peace . . . and sending you heartiest thanks!

FAWCETT'S JEWELLERY

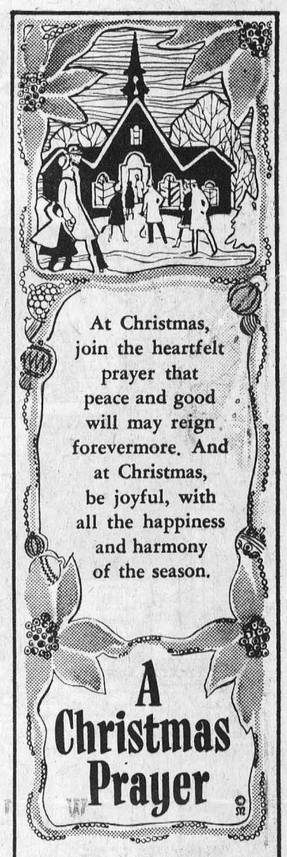
WINCHESTER ONTARIO



May every joy and blessing of this holy season come to you and your loved ones, bringing peace and happiness . . . making hearts and spirits bright. Merry Christmas!

DUTCH SASH & DOOR CO. LTD.

MOREWOOD ONTARIO



At Christmas, join the heartfelt prayer that peace and good will may reign forevermore. And at Christmas, be joyful, with all the happiness and harmony of the season.

A Christmas Prayer

Warmest gratitude for your loyal patronage!

Merkley's Service Station

TEXACO PRODUCTS

Chesterville — Ontario

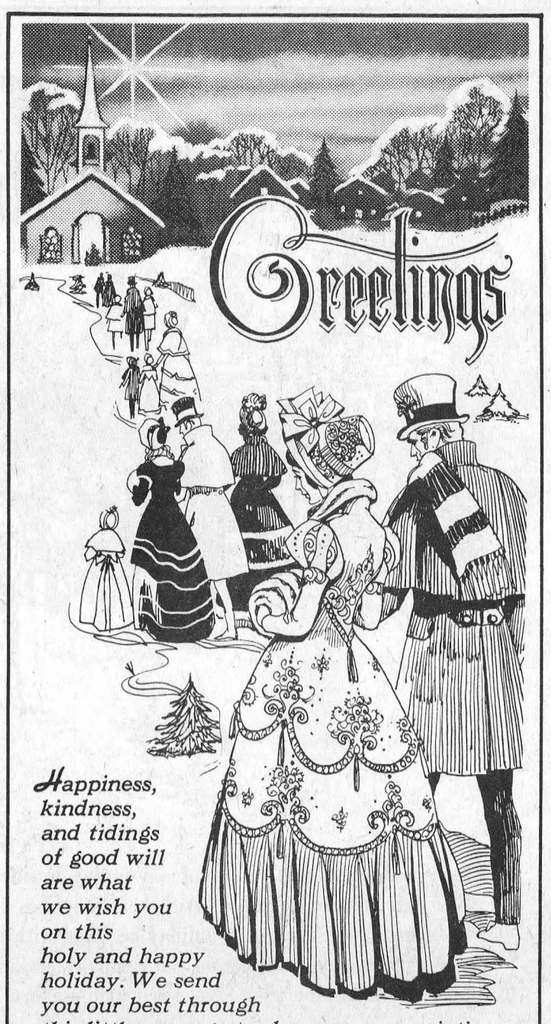


At Christmas...

We pray that the miracle of His birth in a humble manger will once more spread its wonders, its promise across the land, bringing peace on earth, good will to men. In the joyous spirit of the holiday we offer our thanks to our customers for your many kindnesses. We greatly value and enjoy the privilege of serving you. Merry Christmas.

WERT'S GARAGE LIMITED

CRYSLER ONTARIO



Happiness, kindness, and tidings of good will are what we wish you on this holy and happy holiday. We send you our best through this little message to show our appreciation.

MORRISON'S SERVICENTRE

CHESTERVILLE ONTARIO



Christmas Greetings

Here's wishing you a merry old-fashioned Christmas. And to you, warm thanks for your confidence and trust! It has been a pleasure to serve you.

HOUGH BROS.

FINCH ONTARIO



BEST WISHES THIS CHRISTMAS

It's the season of joy and good cheer . . . time to wish you a most merry Christmas, and to extend hearty thanks.

LAFLAMME'S GROCERY

Chesterville — Ontario

Baking Cakes

If the weather on St. Nicholas Day, December 6th, is misty, a Dutch legend can explain it. St. Nicholas is baking his cakes.

Traditional cakes — Zelten or Klosse — are adorned with different figures. These, children are told, are the marks made by St. Nicholas' donkey as he steps over the cakes on his way through the mist.

THERE'S MAGIC

The Danish Christmas Eve dinner features rice porridge, containing a "magic" almond that brings good luck to the one who finds it.

Fireplace Claims Early Role in Yule Festivity

When Santa Claus comes sliding down the chimney on Christmas Eve, where will he land?

Right in the fireplace, an area that has been a traditional part of Christmas for more years than Santa has worn a red suit!

Before the turn of the century, Santa Claus, or St. Nicholas, frequently wore a blue robe, although Clement Clarke Moore, in "A Visit from St. Nicholas," pictured him as "clad all in fur, from his head to his foot."

But for centuries, the fireplace has been a treasured and often vital part of the home.

The fireplace as it exists today—that is, the firebox along the wall, with a chimney instead of an open fire in the middle of the room — dates from about 1066.

Built of Wood

Early fireplaces were built of wood or wicker, but they proved so dangerous that in the year 1419 the City of London decreed that henceforth fireplaces be made of tiles, stone or plaster, under the penalty of being demolished.

A greatly improved system of making tiles was adopted by the Dutch from the Spaniards following the Treaty of Breda in 1609, and paved the way for more elaborately decorated ceramics on fireplace facings, walls and mantels.

The use of such tiles for fireplaces soon spread to England, and then to the Colonies.

Skilled Dutch craftsmen decorated ceramic tiles with designs of oranges, grapes, tulips, vases of flowers, ships, sea monsters, landscapes, horsemen and royal portraits.

The English used similar pictures and added many charming scenes designed by renowned artists, including Kate Greenaway, famed for her Christmas card designs.

Set a Precedent

These tiles were used both to line the fireplace and on mantels and other surfacings, setting a precedent for modern fireplaces.

In America, the Pilgrims built crude stone fireplaces, then constructed their log huts around them.

Today, as in those earlier years, ceramic tile remains a practical and decorative surfacing material for fireplaces, and the home owner has a far wider choice to work with than did early home builders.

More than 250 different ceramic tile sizes, shapes and textures are supplied by American manufacturers, says t Tile Council of America.

Just as in the early day special decorative tiles give t fireplace a distinctive touch elegance to greet Santa whe he arrives, via the tradition route.

* * *

Trees Live and Bloon

Almost every kind of tre has a legend relating it to th Nativity or the life of Chris

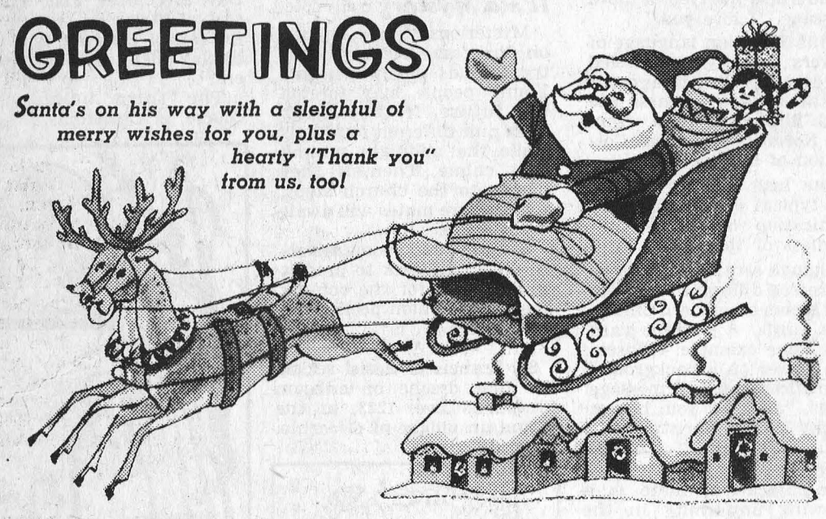
The cherry tree, says "Th Cherry Tree Carol," bent dow its boughs for Mary to pluc the fruit.

The Glastonbury Thor blooms at Christmas becaus legend says, St. Joseph o Arimathea, on his arrival i England, drove his staff int the ground, while he was car rying the Holy Grail, the chal ice used at the last supper.

The staff took root and grev into a thorn tree.

GREETINGS

Santa's on his way with a sleighful of merry wishes for you, plus a hearty "Thank you" from us, too!

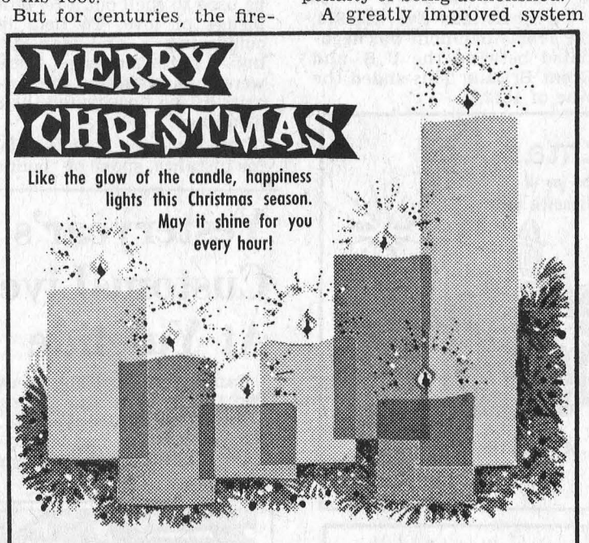


EARL'S MEATS

CHESTERVILLE — ONTARIO

MERRY CHRISTMAS

Like the glow of the candle, happiness lights this Christmas season. May it shine for you every hour!



LEDUC'S MARKET

FINCH ONTARIO



Greetings

A happy season is upon us, bringing joy to one and all. Warmest appreciation!

HILDA BELSHER

Chesterville — Ontario



Old-Fashioned Greetings

Hearty greetings are sent your way, and so are heartiest thanks!

RAY HOLMES
PERSO CLEANERS
Winchester — Ontario

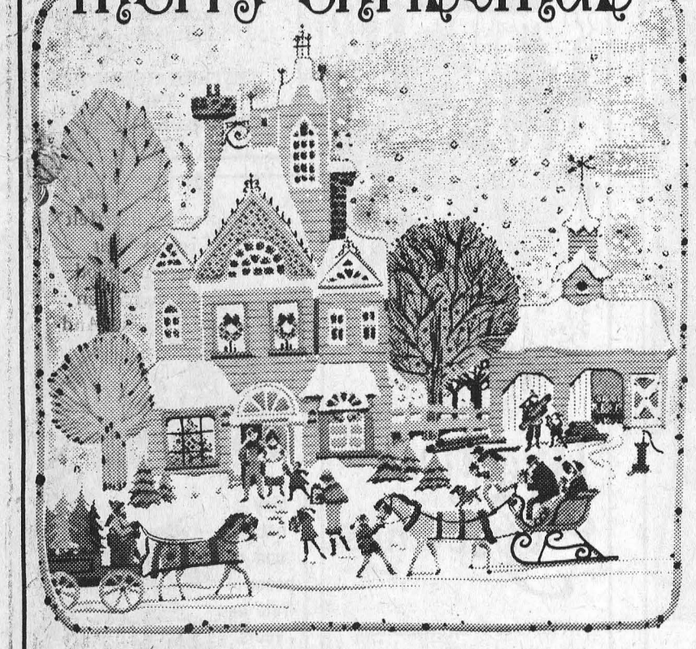
Ho·Ho·Ho and a Merry Christmas



As jolly Santa wends his way, bringing wonderful gifts for you, we'd like to add our appreciation. Happy holidays.

KAY'S RESTAURANT
Mrs. K. Bouck
Chesterville — Ontario

merry christmas



Best wishes for a season filled with good health, good cheer for you and your family. We wish to extend our thanks to all our fine friends and neighbors for their loyalty and confidence.

W. J. L. BOYD & SONS

WINCHESTER ONTARIO

Warm Wishes



Christmas is a winter wonderland, covered by a blanket of pure white snow. We send you our sentiment during this brisk season through our warmest wishes and a hearty "Thanks." Merry Christmas.

CLEMENT FEED & FARM SUPPLY LTD.

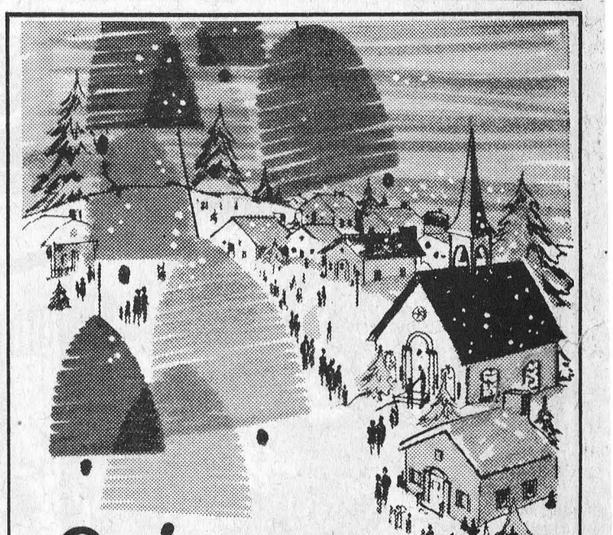
CHESTERVILLE ONTARIO



IT'S CHRISTMAS TIME!

We'd like to wish you and your family a very Merry Christmas.

LEE, MARIAN AND CATHY SMITH



GREETINGS

Here's wishing you the fulfillment of all your dreams for Christmas. Thank you for your patronage.

B. H. WEEGAR & SON

MOREWOOD ONTARIO

IT'S CHRISTMASTIME!



This is the season of good cheer when family and friends gather to celebrate the holiday amid sounds of music and laughter, the smell of good foods to eat, presents for all. To faithful friends old and new we offer a "Merry Christmas" and our thanks for your generous consideration.

LANNIN'S GARAGE

Season's Compliments from Management, Staff & Bus Drivers

CHESTERVILLE ONTARIO

As we sing out with joy at this holiday season, we express our thanks to all our good friends and customers for their loyal and steady patronage.



MERRY CHRISTMAS

SULLIVAN BROS. CONSTRUCTION

CHESTERVILLE — ONTARIO



Best Wishes for the CHRISTMAS SEASON

Thanks to the support of friends old and new, everyday business is a special pleasure. Best wishes for the holiday season.

BOGART MOTOR SALES LTD.

CHESTERVILLE ONTARIO

Churches Celebrate Holy Day

With special services, hurches of this community elebrate Christmas — a holday that is, first of all, a holy ay. Festivals of light, music nd prayer are dedicated to he birth of a Holy Child in lethlehem, nearly two thouand years ago.

For Christian believers, ach of these — light, music, rayer — has a special meanng associated with Christmas.

"And lo, the star, which they saw in the east, went before them, till it came and stood over where the young child was. When they saw the star, they rejoiced with exceeding great joy." Matthew 2:9-10.

The Star that guided the Wise Men shines as symbol of Christ, the Light of the world, and it in turn is symbolized by all the bright lights that twinkle at Christmas today.

Candlelight services reflect the radiance of the holiday, in Christian observances everywhere.

"And suddenly there was with the angel a multitude of the heavenly host praising God, and saying, Glory to God in the highest, and on earth peace, good will toward men." Luke 2:13-14.

Since the angelic chorus brought "glad tidings of great joy" to shepherds watching in the fields, hymns and carols of rejoicing have told of the wonder and glory of Christmas.

That the words of the angels composed the first of all Christmas carols is a thought repeated again and again in favorite songs of the season.

"Hark! the Herald Angels Sing" makes this thought its theme, and another familiar carol, "It Came upon the Midnight Clear," is devoted to "that glorious song of old," on the night when "the world in solemn stillness lay to hear the angels sing."

Christmas music in the churches celebrates the joy of the Nativity.

"And when they were come into the house, they saw the young child with Mary his mother, and fell down, and worshipped him." Matthew 2:11.

"And the shepherds returned, glorifying and praising God for all the things that they had heard and seen, as it was told unto them." Luke 2:20.

Thus wrote two of Christ's disciples, Matthew and Luke, telling of the awe and wonder, the joy and reverence experienced alike by wise men and shepherds.

Especially at Christmas, in church services and private devotions, Christians give prayerful thanks to God, for the miracle of the manger.

* * *

On Christmas Eve in 1814, the Treaty of Ghent was negotiated between the U. S. and Great Britain. This ended the War of 1812.

Flowers Speak Language of Love In Modern or Victorian Era

Like holly, ivy and mistletoe, flowers share in the legend and lore of Christmas. In terms of the Victorian era, the floral legend is an especially meaningful one.

A Victorian lady who received a bouquet from her admirer could either smell it or read it as if it were a letter. Often, it was a letter.

Young engaged couples, strictly chaperoned, found a way to communicate words of affection via flowers. Each flower had a special meaning.

Flowers in sequence could be used to spell out a fervent pledge of love. To help in composing — and translating — these messages, there were numerous tiny dictionaries listing flowers and their meanings.

The flowering honeysuckle, for instance, spoke of "bonds of love." A red rosebud told a lady that she was "pure and lovely." Red double pink meant "woman's love." And heliotrope carried a bold message, "I love you."

This Victorian language of flowers greatly influenced the design of Christmas cards of the time — witness the card illustrated here, from the Norcross Historical Collection of antique cards.

The lush summer blooms are typical of the Victorian admiration of flowers, regardless of the season.

Though sentiments may be expressed differently, flowers still bloom on modern Christmas cards. A current card offers one example. Poinsettias flower on a background of mistletoe, and the message reads, "Just for you, honey, all my love at Christmas."

Some of these traditions, as treasured in memory or kept alive in holiday ritual, are compiled in the following paragraphs, according to information from the editors of Encyclopedia International.

* * *

It's a Mystery

Mysterious things happen on Christmas Eve, say country legends of Switzerland. Young people may foretell the future, if they drink from nine different fountains while the midnight church bells chime. Then, if they hasten to the church steps, their future mates will await them there.

Somewhat less romantically, older folk seek to predict the weather for the coming year, using onion peels filled with salt.

* * *

St. Francis of Assisi set up the first creche or crib on Christmas Eve, 1223, in the mountain village of Grecchio, Italy.

Traditionally, Belgians celebrate three holidays at the Christmas season — beginning with St. Nicholas Day, December 6th, when the good saint brings gifts for children.

Then comes St. Thomas Day, December 21st. It's a sort of "trick or treat" day for school children, who try to play tricks on their teachers.

The third holiday, of course, is Christmas.

Yesteryear's Customs Live At Yuletide

Candles and carols, trees and treats, gifts and greens — and Santa Claus, of course. Wherever Christmas is celebrated, these symbols seem to appear.

In the modern era of rapid communication, there is a growing uniformity in the ways that people everywhere choose to mark the holiday.

Yesteryear's customs, however, still have their place in modern celebrations. It's a case of "the more things change, the more they stay the same," as countries, communities and individuals seek to cherish and preserve their own special holiday traditions.



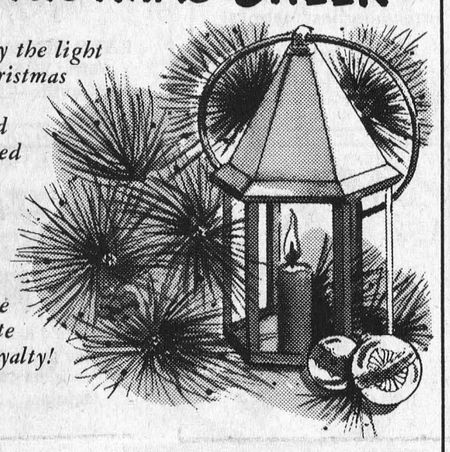
GREETINGS

To our fine patrons, sincere thanks, and warmest greetings to your and yours for a Merry Christmas.

CASSELMAN'S RED & WHITE
CHESTERVILLE ONTARIO

CHRISTMAS CHEER

May the light of Christmas shine on you and your loved ones. May its bright warmth fill each day. We appreciate your loyalty!



P. J. GILROY
CHESTERVILLE ONTARIO

Christmas Joy
Wishing that the joy of the first Christmas is yours.

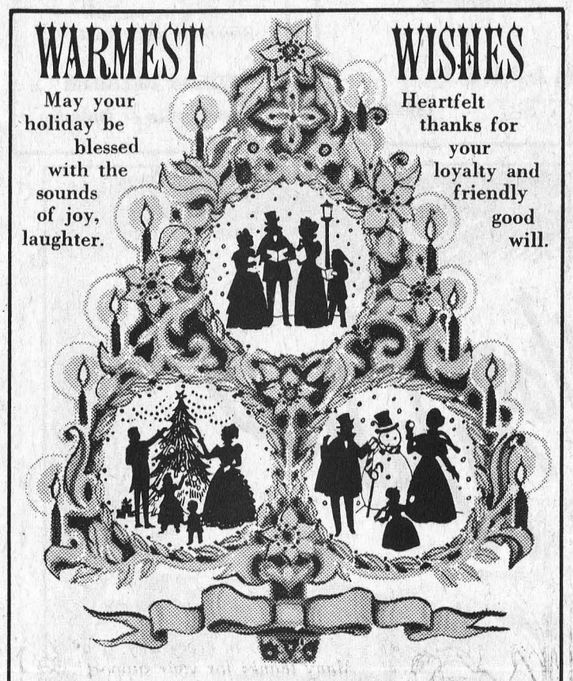


CECIL McMILLAN
DUNBAR ONTARIO

WARMEST WISHES

May your holiday be blessed with the sounds of joy, laughter.

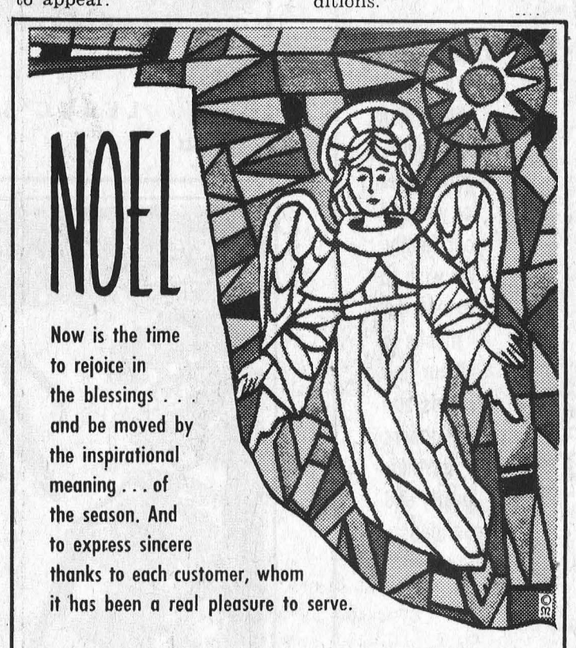
Heartfelt thanks for your loyalty and friendly good will.



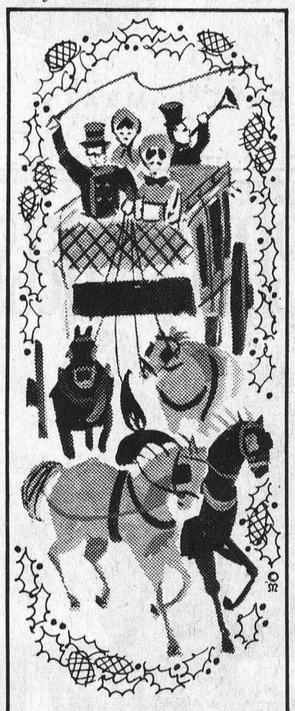
COMMUNITY SHOPPING CENTRE
A. T. DAVID & SONS
CHESTERVILLE ONTARIO

NOEL

Now is the time to rejoice in the blessings . . . and be moved by the inspirational meaning . . . of the season. And to express sincere thanks to each customer, whom it has been a real pleasure to serve.



H. S. LANNIN LTD.
WINCHESTER ONTARIO



Yuletide Greetings

With deep appreciation of your loyalty and good will, we're wishing you all the pleasures of a fine old-fashioned Yule. Be merry!

H. E. BARKLEY
IHC DEALER
Chesterville — Ontario



Christmas Joy

Rejoice, it's Christmas. To you, glad greetings, with gratitude for your kind patronage.

EASTERN BREEDERS INC.
Chesterville — Ontario



May a happy and a peaceful Yule be yours. And many thanks!



Merry Christmas

MURIEL'S FLOWERS
Winchester — Ontario



Greetings

To you and your family, our wish is for all the merriment and excitement of this festive season . . . all the joy and warmth of a Yuletide celebration. And may we thank you for your much appreciated patronage.

Cecil MacNabb

SHELL SERVICE STATION
MOREWOOD ONTARIO



CHRISTMAS GREETINGS

We're taking this opportunity to say "Hello" and to thank our customers for their patronage. Have a merry Christmas!

COLQUHOUN'S LADIES WEAR
CHESTERVILLE ONTARIO



CHRISTMAS

To all our fine friends, we extend our very best wishes for a most joyous holiday and offer our appreciation for your patronage.

ARCHER'S
CHESTERVILLE (On Highway 43) ONTARIO



Best Wishes for Christmas

Christmas is a special time filled with merriment for everyone. We hope yours is exceptionally happy since you made us happy by being a customer and becoming a good friend.

Village Of Chesterville



It's that time of year when Santa's gifts are given out. And when best wishes for a happy holiday are given out to one and all. Thanks for your patronage!

FYKE'S GARAGE
CHESTERVILLE ONTARIO

Pretty Gift Wrappings Can Be Saved

Cardboard Castle Is Easy to Make for Holiday Fun

"Too pretty to throw away."

On Christmas Eve or Christmas morning, as beautifully-wrapped packages are opened, this remark is likely to be often repeated. Though the gift wrappings do indeed seem "too pretty to throw away," they must usually be consigned to the wastebasket. After all, what can be done with used gift wraps, once Christmas is over?

One answer might be: build a castle!

Save the most beautiful and colorful of the gift wrappings, find some laundry cardboards, follow a simple plan — and the result is a cardboard castle.

Suggested by a manufacturer of gift wrapping papers, this castle-building plan might be a Christmas-afternoon project for the children. After the first gifts-exchange excitement is over, youngsters may appreciate a quiet pastime, and the cardboard castle offers an extra advantage in that it's as much fun to take apart as it is to build. The castle can be assembled and reassembled many times.

Although the plan is simple, adult guidance may be required — or at least, the adults can pretend that it is, so they can get in on the fun.

Scissors, a ruler and rubber cement are the only equipment required, in addition to the gift wraps and cardboards.

Begin by cutting 24 pieces of cardboard, each five inches by seven inches. Cement gift wraps to each side and trim the edges.

To make Type "A" cards, cut one and one-quarter inch slits in 22 of the cards. Each card should have six slits, and the slits should be placed as follows: one slit on each five-inch side of the card, at the center or two and one-half inches from the outer edge; two slits on each seven-inch side of the card, with each such slit placed one and a quarter inches from the outer edge.

For the remaining two Type "B" cards, the slits can be omitted on the five-inch side. Two slits should be cut as described on one seven-inch side of the card. On the other seven-inch side, the slits should be diagonal — placed two and a quarter inches from the outer edge and cut on a slant to two and one-eighth inch depth.

Assemble the castle by joining Type "A" cards at right angles, alternating pairs. At intervals, insert cards horizontally for an interesting, balconied effect.

Reserve two Type "A" cards for roof.

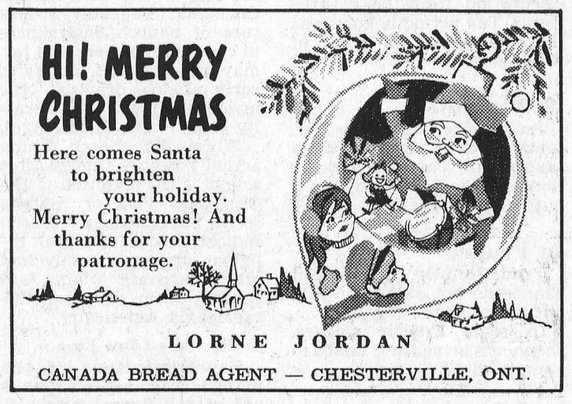
Use Type "B" cards at top of castle, where the slanted notches will receive the Type "A" roof pieces.

See illustrations accompanying this article, for sketched plan, and photograph of completed castle.

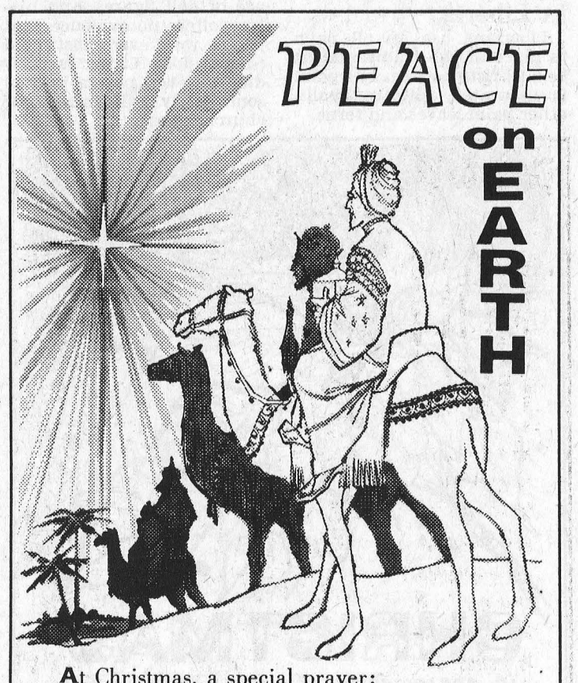
Picturing Nativity

The Christmas crib or presepio is an especially treasured part of the Portuguese holiday celebration. Every home and church seems to have one, and some of those in the churches are masterpieces of art.

Especially famous is the presepio in Estrella Church, Lisbon. This Nativity scene depicts the people of Bethlehem, in terra cotta figures. Unique among the crowd are the figures of an elephant and a bagpiper.



LORNE JORDAN
CANADA BREAD AGENT — CHESTERVILLE, ONT.



At Christmas, a special prayer:
May mankind be blessed with "Peace on Earth." And a special wish: May your personal Christmas be a most happy one.

D. H. C. SMITH
CHESTERVILLE ONTARIO



Wishing you and your family the happiest of holidays. Thanks for your support!

McCLOSKEY HOTEL
Barbara & Graham Leadbetter & Hotel Staff



BRANNEN'S GARAGE
CHESTERVILLE ONTARIO



CHESTERVILLE FABRICS
CHESTERVILLE ONTARIO



To wish you joy... Have a happy holiday, and accept our pleased thanks!

SHARKEY'S SERVICE STATION
CHESTERVILLE ONTARIO



Now's the time to thank you for your continued good will, and wish you and your family a happy holiday!

MUNRO'S GARAGE
CHESTERVILLE ONTARIO



A Peaceful Christmas

The peace of Christmas lives anew in song and story. May your joys be many, as are these thanks to you.

FRED S. COONS
INSURANCE
Chesterville — Ontario



Santa conveys many thoughtful gifts, and we convey thanks.

LABRE'S GROCERY
Chesterville — Ontario



Please accept these best wishes for a Merry Christmas. We attach our thanks!

MAC'S BARBERSHOP
Chesterville — Ontario



Have a most delightful holiday season . . . and sincerest thanks for your loyal patronage.

AL'S LUNCH
CHESTERVILLE ONTARIO



MERRY CHRISTMAS!

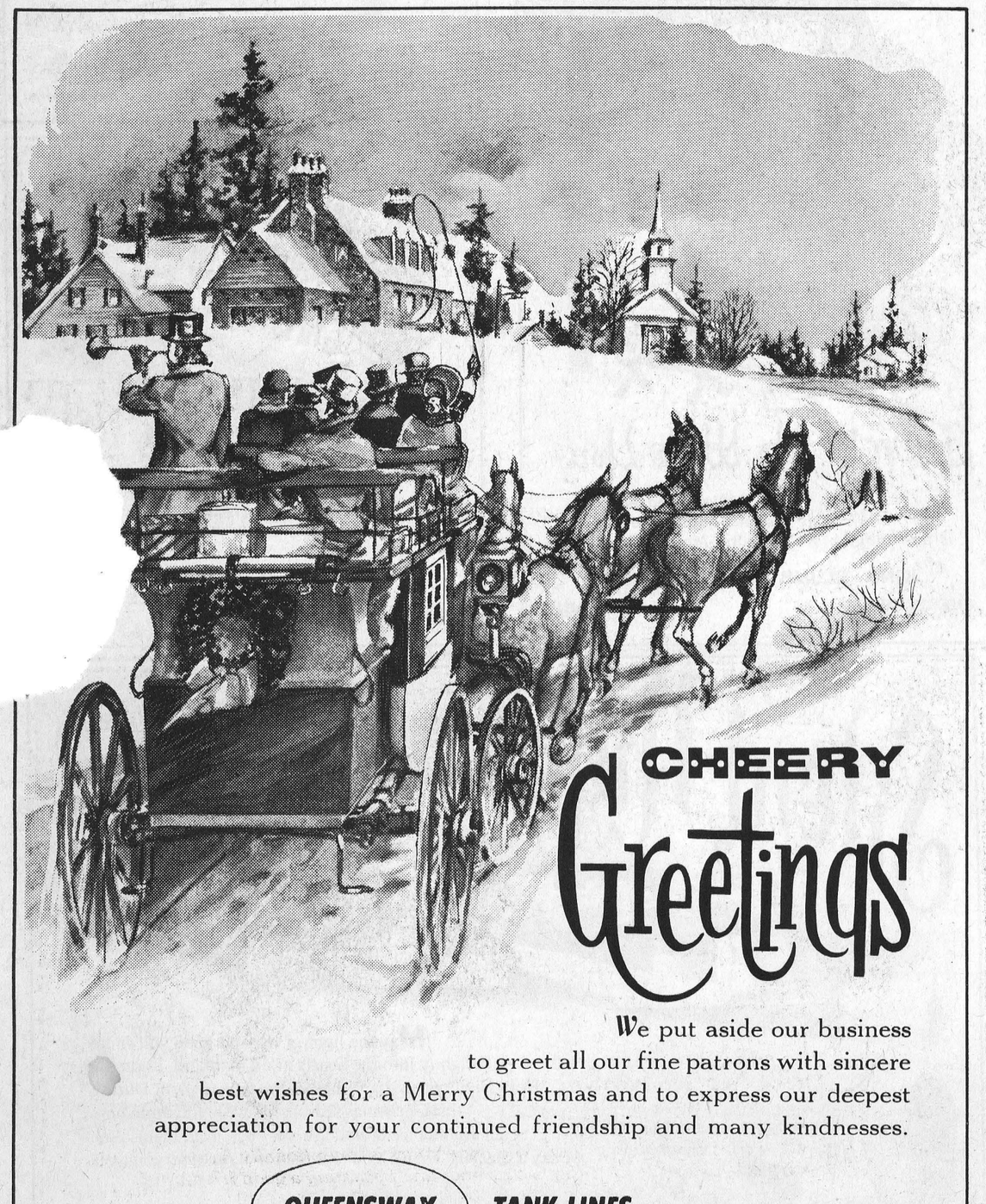
We wish to extend our warmest holiday greetings to all the wonderful people in our town who make day-to-day business a special pleasure. Heartfelt thanks for your loyal trust and support. Merry Christmas.

BYERS' BUILDING SUPPLIES
CHESTERVILLE ONTARIO



To you, sincere greetings and thanks . . . with every good wish that the joy and delight of the Yuletide will be yours.

McMILLAN BROS.
CHESTERVILLE ONTARIO



We put aside our business to greet all our fine patrons with sincere best wishes for a Merry Christmas and to express our deepest appreciation for your continued friendship and many kindnesses.

QUEENSWAY TANK LINES LIMITED
Chesterville — Ontario

How Many Wise Men? Answers Are Many!

Three wise men?

In New Testament stories of the Nativity, only St. Matthew tells of "wise men from the east" — and how many wise men followed the star to the manger is not stated. The tradition that there were three probably comes from St. Matthew's description of three gifts — gold, frankincense and myrrh.

Another explanation for the number three is the legend that the wise men symbolized all humanity, in turn represented by the races of them, Ham and Japhet, according to the editors of The New Book of Knowledge.

Early traditions mention varying numbers of wise men. Twelve was the number traditional in the Eastern church, while in the West, mosaics and paintings showed sometimes two, sometimes three, four or more wise men.

During the sixth century, the idea that there were three came to be generally accepted. In legends, the wise men were given names: Melhior, Gasper, Baltasar.

Although St. Mathew did not use the name "Magi," he implied it when he wrote of "wise men," for "magi" was commonly used in Palestine to mean "great, illustrious."

Today, Nativity scenes show three wise men or Magi present at the manger along with the shepherds, who hastened to Bethlehem on the night Christ was born. Some historians, however, believe that the visit of the Magi didn't take place until much later — perhaps a year or even two years after the birth of Christ.

* * *

Yule Customs Reveal Many Variations

Cherished memories, heartfelt joys, children's laughter — everywhere, these mean Christmas.

The spirit of Christmas knows no boundaries. It lives in the hearts of men in many lands. Though its message of joy is always the same, the legends and lore of the season are as varied as the peoples who celebrate the Holy Birth.

Customs of each country may be similar, yet marked by their own individual character.

Santa's Moving To Take Lead As Gift-Giver

More and more, Santa becomes the favored gift-giver in countries around the world, replacing a host of legendary figures who were said to bring gifts at this same season of the year.

Gift-giving time, too, is now more likely to be Christmas Eve, although the traditional date in European countries once ranged from St. Nicholas Eve, December 5th, to Epiphany Eve, January 5th.

Among the many who set the trend for Santa Claus is the German gift-giver, Kris Kringle. The name is a variation of Christkind—not the Infant Jesus himself, but his messenger who came to earth at Christmastime.

Christkind was represented by a child dressed in white robes, with a crown and wings of gold.

In Japan, the traditional gift-giver is a native god, Hoteiosho. Represented as a kindly old man with a pack on his back, he is much like visions of the traditional Santa.

He is said to have eyes in the back of his head, the better to see whether boys and girls have been naughty or nice.

In Yugoslavia, Grandfather Frost — "Dede Mraz" — replaces Santa Claus.

The Yugoslavian trend is to combine Christmas and New Year holidays, and celebrate them together with Grandfather Frost Day.

In Norway

The Norwegian Christmas traditionally starts six months before December 24th. The celebration itself lasts three weeks. The period is known as the Julafred, or the Peace of Christmas.

* * *

In Finland

Just before Christmas Day, families in Finland take a sauna bath. This is the traditional steam bath taken in a hut with a stone oven.

* * *

In France

Traditionally, adults in France do not exchange gifts until New Year's Day,

In some French villages, shepherds bring their lambs to church on Christmas.

* * *

In Liberia

Liberians use an oil palm in place of the traditional fir as a Christmas tree. The palm is decorated with red balls, other palm leaves and ferns.

Pageant Has History In Medieval Dramas

As young actors and actresses of this community rehearse their roles for their special Christmas play or pageant, they take part in a custom treasured through the ages.

Since the Christmas story first was told, mankind has sought and found countless ways to create it again and anew, in song and story, in art and drama. The modern Christmas pageant, a feature of church observances in communities near and far, may well trace its history to early religious dramas — the mystery, miracle and morality plays of the Middle Ages.

Where did church drama actually begin? One possible source is the tradition of the Christmas crib or manger scene, but scholarly research indicates that medieval religious drama probably had other, separate origins, according to the editors of Encyclopedia Americana.

Easter Plays Came First

Representations of the manger scene began with the use of doll figures, and history offers no evidence that people were ever substituted for the dolls. Living "actors" did, however, play a part in some early elaborations of church rituals.

In the 10th century, special chants written to accompany church music on festival occasions began to take the form of simple dialogues. These were little more than dramatic inserts in the church services, but here, researchers believe, religious plays had their start.

Covered Many Subjects

Mystery cycles of the 16th century included as many as 40 dramas, which might be presented over a period of several days. The cycles developed in virtually every European country.

Typical plays dealt with such subjects as "The Creation of the World and the Fall of the Angels," "Noah and the Flood," "The Annunciation," "The Passion of Christ," "The Death of Pilate," "The Resurrection and Ascension," "The Harrowing of Hell and the Coming of Antichrist."

Along with the mystery cycles were miracle and morality plays. Miracle plays recounted the miracles of the saints, while the moralities presented allegorical messages of moral instruction, with characters personifying, for instance, Vice, the Devil or specific vices such as Gluttony, Pride, Anger, Hatred.

Stocking Is Just Legend?

Did a spinster hang up the first Christmas stocking? Legend says yes, but history says no — or at most, "Maybe."

St. Nicholas, a fourth century bishop, secretly gave gifts of gold for the dowries of poor spinsters. His method was to toss the gold down a chimney by night, at Christmas.

On one occasion, so legend says, the gift landed in a stocking, hung by the fireplace to dry.

History casts a dubious eye on this "origin" of the Christmas stocking custom. The spinster probably didn't have a stocking — not in the fourth century.

Knitted form-fitting hosiery was unknown until the thirteenth century. Earlier, people wrapped cloth or rags around their feet as substitute for modern stockings.

Even after William Lee invented the stocking frame, a more efficient method of production, in the late 1500's, it was some time before the poor could afford to buy stockings.

History makes one concession to the legend tellers. Paintings from Pompeii show that early Romans did wear some form of stockings, even before the birth of Christ.

First performance of Verdi's opera, "Aida," took place on Christmas Eve, 1871, in Egypt.



MAY we join those who sing out the praises of this joyful season to thank you for your continued patronage. Merry Christmas.

BEGG LUMBER CO. LTD.
CRYSLER ONTARIO



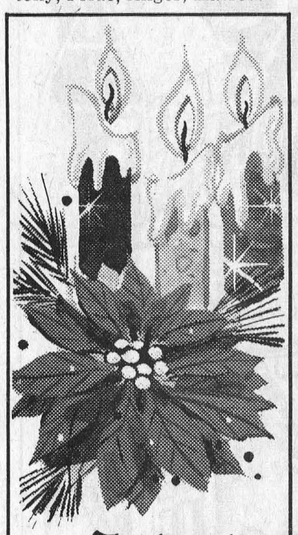
GREETINGS
The beauty and spirit of the season brings to mind most wonderful gifts . . . friendship, loyalty and good will. We thank you for yours and wish you a Merry Christmas.

ARMSTRONG INSURANCE AGENCY
CRYSLER ONTARIO



CHRISTMAS
In appreciation of your patronage...
Best wishes to customers and friends for a holiday filled with the happy sounds of laughter. Merry Christmas.

DURANT'S FLOWERS & GIFTS
CHESTERVILLE ONTARIO



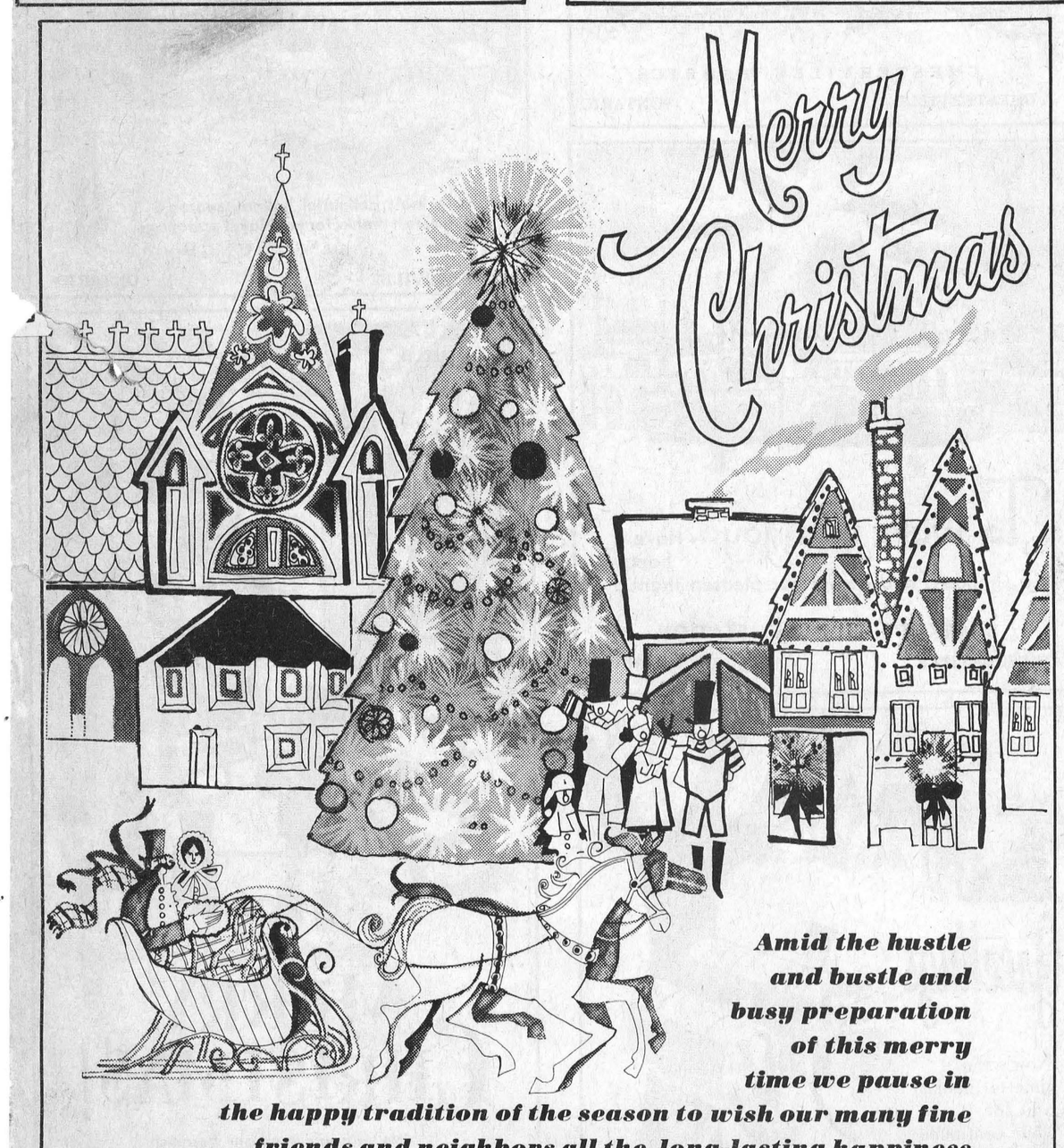
NOEL
Hoping Christmas brightness lasts all year! Your loyalty is great!

JOHN CLEMENT INSURANCE
Chesterville — Ontario



CHEERS
We take this day to express fondest wishes, and a cheerful "Thank you."

SILAS CURRAN
General Trucking
Chesterville — Ontario



Merry Christmas

Amid the hustle and bustle and busy preparation of this merry time we pause in the happy tradition of the season to wish our many fine friends and neighbors all the long-lasting happiness of an old-fashioned Yule.

NESTLE (CANADA) LTD.
CHESTERVILLE, ONTARIO



To Wish You
all the joys and blessings of this glorious holiday season . . . is the tradition we treasure. Merry Christmas.

KING PLUMBING & HEATING
CHESTERVILLE ONTARIO



We would like to extend our warmest holiday greetings to our friends. Thank you, Merry Chistmas.

We wish you a Merry Christmas

KEITH MacMILLA
SURGE SALES AND SERVICE
FINCH



Silent Night

May the light of joy and good will shine brightly into the hearts of all mankind, as on the Holy Night when the Prince of Peace was born. During this Christmas season, we wish you and yours an abundance of holiday blessings. And at this time we say a special "Thank You" for the privilege of serving you.

BROWNLEE FUNERAL HOME
FINCH ONTARIO